

PLANS UNVEILED FOR TARGET PLAZA



A view of Target Plaza looking west.

As any Hollywood starlet will tell you, there's just no substitute for a great entrance. Now, thanks to a partnership between the Twins, Target Corp., and the MBA, Target Field's plaza is set to receive its own red-carpet treatment.

The MBA, Twins, and Target Corporation recently unveiled designs for Target Plaza, an enhanced and expanded version of the pedestrian bridge and public plaza that will welcome visitors as they approach the ballpark. Designed by Oslund and Associates in conjunction with HOK Sport, the plaza will occupy the new 2.2-acre bridge deck over Interstate 394, and will provide a seamless, at-grade connection between the ballpark and downtown Minneapolis. The plaza will connect to downtown via a wide, elevated sidewalk that will run along North 6th Street, adjacent to the Target Center. The Twins and Target Corp. are jointly funding the costs of the enhanced plaza design, while the MBA's infrastructure budget will cover the cost of the expanded pedestrian bridge.

MBA Chair Steve Cramer says that he commends the Twins and Target for their generous contribution, and predicts that the result will be "a world-class public plaza next to a world-class ballpark." MBA Commissioner Joan Campbell agrees, noting that the enhanced plaza is not just a tremendous addition to the ballpark, but a great fit with the project's overall goals. "The MBA believes that our major role is to look out for the interests of the public, not just that public money is spent appropriately, but also that the project benefits everyone," she explains. "The ballpark, its transit accessibility, and now this dynamic plaza will all bring this part of Minneapolis to life."

As envisioned by the design plans, Target Plaza will have a number of exciting features:

- An oversized, cast bronze glove on the turf



A view of Target Plaza at night.

area on the north side will offer great photo opportunities for children and baseball fans.

- In addition to a green roof system, raised lawn sections planted with trees, shrubs and perennials will create new urban green space. Flanked by seat walls and benches, and featuring shade canopies, the plaza will be a pleasant place to lunch outdoors or take a stroll, even when the team is playing out of town.

- A line of tall, topiary metal frames along the plaza's east-west axis will be planted with annual vines and strung with LED lights, which will be illuminated in multiple colors and patterns. Three large "pitcher's mound" planters next to the ticketing area, to be constructed of native limestone and surrounded by seating, will create another garden-like focal point.
- A tribute wall will include a list of every Twins player since 1961, and also offer the public an affordable opportunity for memorials to honor baseball fans, family and friends.

Another of the plaza's prominent elements is a 60-foot-high, kinetic wind sculpture by artist Ned Kahn that will cover the entire south face of the "B" parking ramp along the plaza's edge. Constructed of thousands of aluminum flaps and backlit by LED lights, the sculpture promises to be a mesmerizing display of light and movement that shifts with air currents, creating ever-changing patterns.

Designed to welcome fans, families, and the public--both on game days and all year round--the plaza will be one of the largest public gathering space in downtown. With its thoughtful design and dynamic elements, the plaza is destined to become not just a memorable gateway to the ballpark, but a major downtown amenity in its own right.

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